



THE

Bright Side

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Media kit  
April 2018

# Summary

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# About me

My name is Laura, I'm 24 years old. I am currently living in Saint-Etienne.

I graduated from a French communication school (EFAP) in which I specialized in Press Relations.

At the end of my studies, I decided to devote myself to my blog which is my job now.

# My blog

I opened my blog in November 2015 under the name of The Bright Side, in reference to an English expression that perfectly represents my philosophy of life:

*always look on the  
bright side of life*

I try as much as possible to convey this positivity through my blog or my social networks.

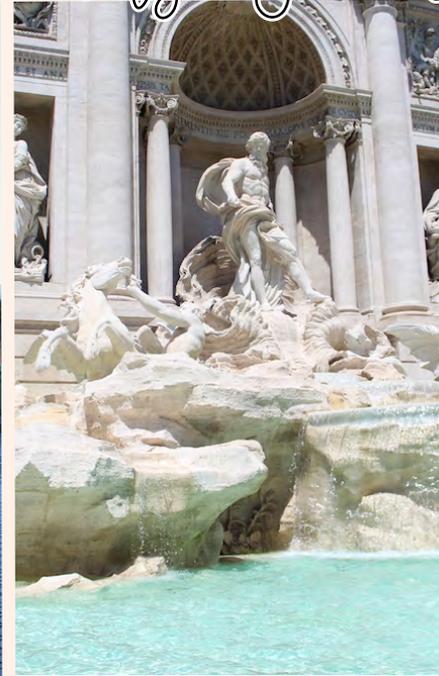
ALWAYS  
**LOOK ON**  
THE BRIGHT  
SIDE OF LIFE

# The content

Passionate about decoration and handmade, I mainly propose Do It Yourself articles and some tutorials...

But the blog is a reflection of my life, I write very regularly city guides, lifestyle articles, about Disney, my life experiences ...

*Do It Yourself - Best spots - Disney - City Guides - Lifestyle*



The Bright Side

31 mai · 🌐

DIY AMPOULE SUSPENDUE 📌

<http://bit.ly/2rd77bq>

## DIY AMPOULE SUSPENDUE



36 608 personnes atteintes

[Afficher les résultats](#)

11 K vues

👍 J'aime

💬 Commenter

➦ Partager

👍👎👤 109

Chronologique ▾

37 partages

# The video

I love to write but I wanted to offer content in *video format*, much more explicit for DIY for example and sometimes more spontaneous than an article.

Every Wednesday, I publish a video :

- DIY tutorial videos of less than 3 minutes on my *facebook page*
- videos on various topics on my *Youtube channel*

## MY BLOG

# My statistics

The visits to the blog have always been increasing but they began to take off when I devoted 100% to the blog.

*Since the creation*

- 163 articles published
- 380 482 unique visitors
- 878 649 pages viewed

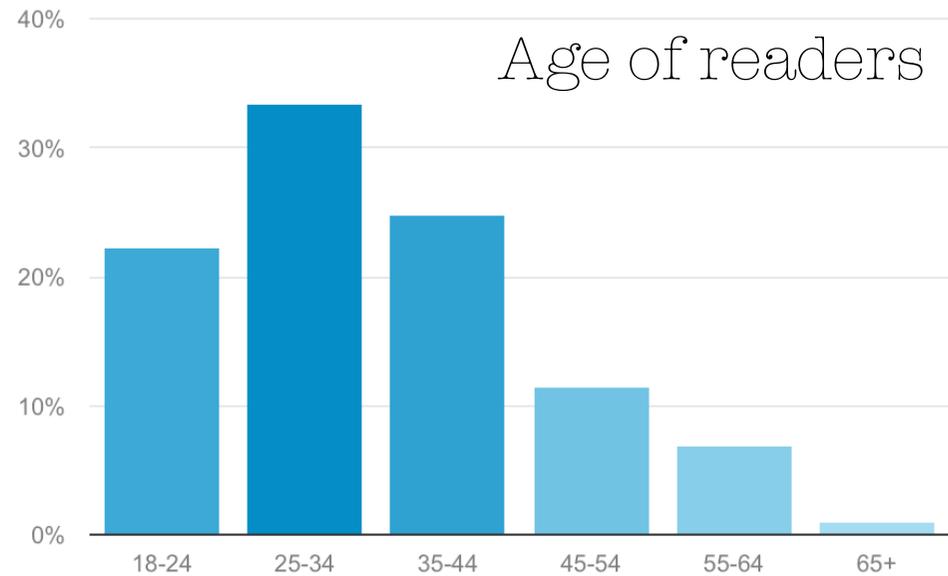
*march 2017*

- 28 147 unique visitors
- 70 394 pages viewed

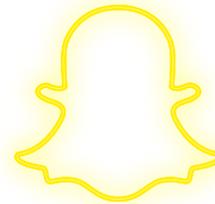


# PROFIL OF *my readers*

- 85,8% of women  
- 14,2% of men



TWITTER  
1035 subscribers



SNAPCHAT  
240 *views* by story

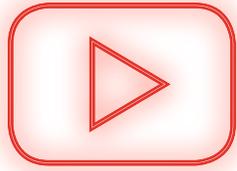
THE  
*Bright Side*

**Laura**  
@TheBrSide

|        |             |         |
|--------|-------------|---------|
| Tweets | Abonnements | Abonnés |
| 24,5 k | 341         | 1 035   |

Laura - The Bright Side ✂

Ma Story  
243 👁



YOUTUBE - 2745 subscribers

Videos are on various topics such as bullet journal, Disney or travel vlogs. I posted my first video on June 12, 2017.

The channel counts so far :

- 26 videos
- 9 lives
- 172 330 views



**VLOG #1 AMSTERDAM | THE BRIGHT SIDE**

439 vues • il y a 3 mois



**TRAVAILLER À DISNEYLAND PARIS | THE BRIGHT SIDE**

94 k vues • il y a 7 mois



**PIMP TON INTERIEUR : DÉCORATIONS AUTOMNE**

407 vues • il y a 3 mois



**COMMENT DÉBUTER UN BULLET JOURNAL | THE BRIGHT SIDE**

22 k vues • il y a 7 mois



# INSTAGRAM

- 3 158 subscribers

On average per photo :

- 400 likes

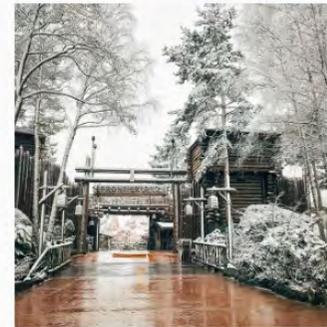
- 50 comments

- A reach of 1700 people

- 2700 impressions

*Reach* : the number of unique accounts that have seen one of my posts

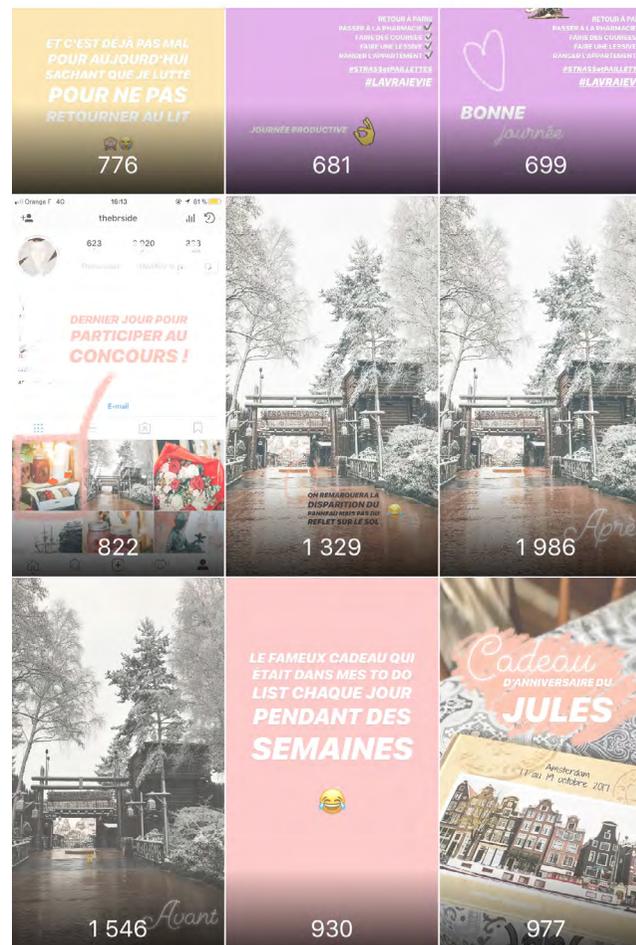
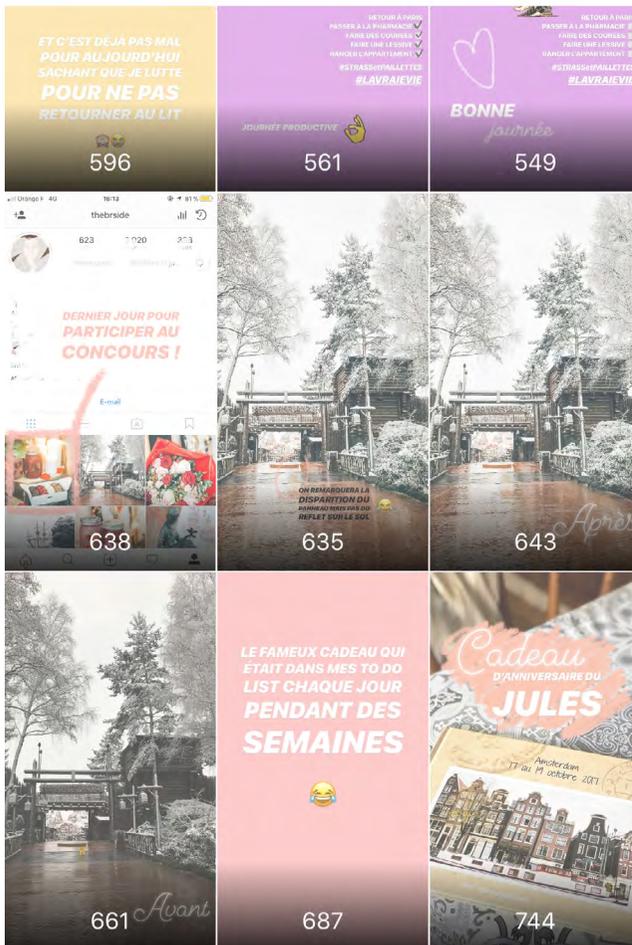
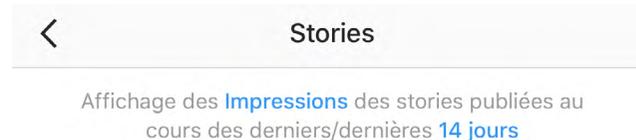
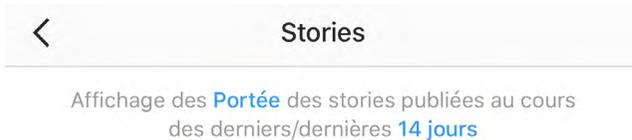
*Impression* : the total number of times a publication was viewed





# INSTASTORY

600 *views* by story



On average per story :

- A reach of 600 people
- 800 impressions

*Reach* : the number of unique accounts that have seen one of my posts

*Impression* : the total number of times a publication was viewed



# FACEBOOK - 3 060 subscribers

**The Bright Side**  
31 mai 2017 · 🌐

DIY AMPOULE SUSPENDUE 📍  
<http://bit.ly/2rd77bq>



👤 **37 704 personnes**  
personnes atteintes

[Booster la publicati...](#)

11 K vues

👍 J'aime    💬 Commenter    ➦ Partager    👤

👤👤👤 112    Chronologique ▾

47 partages

Afficher 23 autres commentaires

Type of posts:

- Sharing my articles

- DIY video of less than 3 minutes

- Community animation

**The Bright Side**  
25 octobre 2017 · 🌐

🇳🇱 AMSTERDAM 🇳🇱  
Nouvelle vidéo et nouvel article en ligne 📍  
<http://bit.ly/2zD7AGZ>



👤 **430 personnes** personnes atteintes

[Booster la publication](#)

👍 J'aime    💬 Commenter    ➦ Partager    👤

👤👤 Mathilde Zito, Jennifer Lbd et 20 autres personnes    Chronologique ▾

Afficher 6 autres commentaires

On average per post :

- 20 likes

- 10 comments

- 600 affected people

On average per vidéo :

- 3 000 views

- 9 000 affected people



PINTEREST - 4 122 subscribers

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- 2 900 pins
- 30 boards
- 1 700 000 monthly views

Themes of boards :

*Do It Yourself*  
*Bullet Journal*  
*Decoration*  
*Inspiration*

## The Bright Side / Do It Yourself & Ins- piration



[www.thebrside.com](http://www.thebrside.com)

Blogueuse DIY & Lifestyle Insta : @thebrside  
Épingle DIY - Bullet Journal & Inspiration

**2,9k**  
Épingles

**30**  
Tableaux

**1,7M**  
Vues men-  
suelles

marie claire  
*idées*

**MODES**  
& **TRAVAUX**

*Idées*  
**À FAIRE**  
LE MAG CRÉATIF 100% TUTOS

*Mollie*  
LIVING A CREATIVE LIFE  
MAKES

# They talk about The Bright Side

You can see all my publications in the *press* tab of my blog.

In particular, I had publications in Marie Claire Ideas magazines and websites, Mollie makes, Modes & Travaux, Idées à Faire ...

# My collaborations

Since the creation of the blog I have had the opportunity to work with many brands such as:



# My services

I give great importance to the discussion so that both parties find themselves in the collaboration established. However, I want my collaborations to be done in a transparent way with my community: my opinions will always be sincere.

## On my supports

- sponsored article or in partnership under certain conditions
- Sponsored links
- making a DIY video for my facebook page
- creation of instagram content
- shoutout or dedicated video on my Youtube channel
- affiliation
- advertising insert in the sidebar of my blog

## *In white mark*

- writing articles
- making video in facebook or youtube format
- photo content creation
- animation of the brand's social networks
- film an event (InstaStories or Snapchat)

## *Under the name of the Bright Side*

- brand ambassador
- workshop animation Do It Yourself
- animation of the social networks of the brand (instagram, twitter, facebook, snapchat ...)

To know the detailed conditions of these services and to obtain a quote, please contact me by email.

# Contact me

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The simplest is by *mail* :

**THEBRIDE@GMAIL.COM**

You can also find me on *social networks* under the name @thebrside

click → [www.thebrside.com](http://www.thebrside.com)

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